

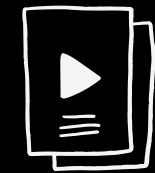
Interactive Video

Instream or outstream video ad with an additional layer of interactivity that transforms the traditional way of viewing a monologue into a dialogue. While the video is running, the user can interact with animated elements to learn more, make a purchase, or play a game. Recommended to generate more interaction in your content experiences.



Average CTR

0,5%



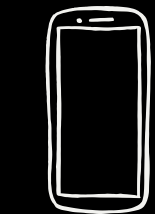
VR

40%



Purchase Mode

CPM



Daily Min

10.000

Impressions

Format dimensions

- 384x615 px.

Requirements

- Send a brief indicating the desired interaction and the minute/second in which it starts.
- Send video: .MP4 / .MOV or YouTube/Vimeo/Website link.
- Video format: preferably vertical in 1080x1920 px.

Specs for Logans development

- KV editable in .PSD or .AI format with links or embedded images preferably vertically larger than 384x615 px.
- Fonts used.
- High quality images, videos and logos.
- Animation reference on links or HTMLS.